



Parking Implementation and Governance Committee

Meeting Date: Thursday December 21, 2017

Time: 8:00 to 9:00 am

Location: 2nd Conference Room, Town Hall Annex

Attendance: Jill Mirak, Howard Muise, Ali Carter, Laura Wiener

Guests: Darcy Devney

Meeting minutes. With no quorum, minutes of 11/21/17 meeting were not approved.

Parking Clerk Report. No official from Treasurer's office present to provide a report. Revenue summary materials provided for meeting indicate that so far the Parking Benefits District is trending toward surpassing projected revenue goals for the current fiscal year.

Parking Benefits District. Planning Dept. developed a preliminary list of proposed projects. Based on budgeted revenue amount of \$425,000, funds available for PBD in the first year of \$150,000. It was suggested that we may add removing granite posts from Broadway Plaza and routine cleaning and maintenance of Broadway Plaza to this list prior to February's Special Town Meeting if we anticipate exceeding our expected revenue goal of \$150,000 for the year.

	#	Per unit cost	Total
Russell Common Parking Lot Design			\$50,000
Sidewalk Snow removal(1)	5	\$5,000	\$25,000
Bike racks	10	\$800	\$8,000
Moving bus stop from Broadway Plaza (2)			\$10,000
Benches	6	\$2,000	\$12,000
Trash/Recycling cans	5	\$1,500	\$7,500
Removing granite edge at tree pits (3)			\$10,000
Total proposed cost			\$122,500

(1) DPW estimates \$5000 per snow event.

(2) DPW estimates \$6000 to remove bump-out.

(3) Estimated cost to remove granite

Presentation by Dan Schmieder, Park Mobile. Service provides credit card payment by phone from a remote location, and is provided by downloading an app. to a smart phone. No marketing or set-up fees charged to the Town. Those fees are passed on to the consumer through a user convenience fee, which is an itemized charge when they pay to park with the Park Mobile app. Credit card processing fee and merchant processing can be bundled into a flat rate or paid as percentages of total cost. Park Mobile offers the option to brand the app. for Arlington. If we choose to go that route, our app will still function in other communities that use Park Mobile, including Medford and Somerville, without having to download another app to use in those neighboring towns. Other providers require separate apps for each municipality, which requires consumers to have multiple parking apps on their phone. Park Mobile also offers online parking maps and will notify their existing users that Arlington is on the Park Mobile system when they enter town. There is limited capability to help users locate their cars and there is also an option to reserve a parking space in a lot by allowing users to pay in advance. Primarily used for single space meters, but can be used with multi-space as well. Works best with pay-by-space. The system is compatible with a variety of multispace meter systems including the IPS5 system. There is a browser-based system for parking enforcement officers to check for Park Mobile payments if no receipt stub is displayed on a car's dash in a lot. Municipalities who work with Park Mobile have a dedicated account manager and there is 24/7 customer service based at their Atlanta, GA headquarters. They have the capability to do surge pricing and provide parking usage data to clients.

Usage statistics in current Park Mobile municipalities

60% of parking transactions in Washington DC

40% in Philadelphia

15-25% is average percentage of parking transactions covered by Park Mobile most cities

Dan will provide usage statistics in Medford and Somerville. Part of MAPC and NAPC procurement. Ali will research other companies that are part of the MAPC procurement and compare prices and features.

Next meeting: No date scheduled.